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Analysis Advantage And Positioning Of My-Nitro: A Study On The Nitrogen Filling Services Industry

Fathur Rohman[1]

[1] Universitas Islam Indonesia

Abstract

This research aims to examine the advantages and positioning of MyNitro PT Widya Inovasi Indonesia (Widya Robotics). With the development of increasingly sophisticated technology and changing people's habits, MyNitro products have been adapted to meet consumer needs. This research uses descriptive quantitative methods and data collection is carried out through observation and analysis assignments during internships. MyNitro has a self-service system and cashless payments as a competitive advantage. Based on the results of Porter's Five Forces analysis, it was found that competition in the MyNitro industry tends to be moderate, this is known from the number of competitors in Indonesia, namely GreenNitrogen which is a competitor of MyNitro.

Keywords: Porter's Five Forces, self-service, advantages and positioning of MyNitro

INTRODUCTION

Widya Robotics is one of the groups from PT Widya Innovation Indonesia which operates in the field of technology and information based on artificial intelligence (AI), robotics and automation, located on Jl. Palagan Tentara Pelajar KM 7.5, Kec. Ngaglik, Kab. Sleman, Daerah Istimewa Yogyakarta.

In the current era, vehicles are one of the primary needs for all levels of society to own. Due to the increasing need for driving, safety has become important and number one when driving. Vehicle tires are important for driving safety, according to the National Transportation Safety Committee (KNKT) which states that 80 percent of passenger transportation accidents occur due to burst vehicle tires (Dwinanda Reiny, 2019)

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As time goes by, the rapid world of technology has brought extraordinary benefits to all of us and of course companies that are able to keep up with developments in the world of technology. One of the solutions provided by Widya Robotics (PT. Widya Innovation Indonesia), namely MyNitro, is a local product for filling Nitrogen tires based on non-cash payment (Cashless) and Self-Service technology which gives consumers the impression and experience of using it.

MyNitro presents a vehicle tire nitrogen filling product that uses a Self Service business model and non-cash payments (Cashless). It can be said that this business model at MyNitro lacks education and public awareness of using this product with self service. So problems arose when I carried out my internship and saw the surrounding environment when this product was a very good innovation, but there was a need for education and awareness from the public regarding the business model that uses Self Service and Cashless Payments for the MyNitro product.

Objectives

This article intends

1. To build customer satisfaction through MyNitro product innovation
2. To find out MyNitro position from several aspects compared to its competitors.

Currently, the development of technological innovation worldwide is considered an important tool in improving services in government and social environments. Basically, technological innovation is very significant for change and productivity in society. This effect will be fully realized if this technological innovation is spread and used. Therefore, it is important to understand several determining factors in developing innovation. Innovation is a creative process to produce new things that have meaningful value for individuals, groups, organizations, industry and society (Hery Prasetya et al., 2007).

(Rianto, 2018) states that product attributes other than product quality, reliability, newness and uniqueness. In providing a clearer and more concrete picture of a company's ability to meet consumer needs, and various alternative attributes, and most importantly providing direct evidence of product superiority.

Porter explains competitive advantage as follows: "Competitive advantage basically develops with the value created by the company for buyers that exceeds the company's costs in creating it." Value is the buyer's ability to make payments, and superior value comes from lower prices than competitors with commensurate benefits or

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providing unique benefits, not just offsetting higher prices (Porter, 2007). According to Hitt, et al (2001) there are several types of company competitive advantages, including:

1. Superiority in price, competitive advantage due to price. The price in question is a price that is not always low, it can be higher, but customers must feel greater added value to a product than the price.
2. Superiority quality and design, competitive advantage because quality and design are more visible and provided to customers which is the value of a product.
3. Superiority in customer responsiveness, competitive advantage because the company is able to fulfill customer needs and wants.
4. Superiority in innovation, competitive advantage due to continuous innovation carried out by the company. Competitive advantage with continuous innovation is based on the value achieved by the company in creating an innovation, so that other companies are unable to imitate the advantages of this innovation and strategy.

Based on the theory above, MyNitro builds competitive advantage due to innovation (Superiority in innovation) and competitive advantage due to quality and design (Superiority quality and design). The innovation carried out is using a self-service system and non-cash payment (cashless) as service advantages, and products that have superior quality and design and last a long time, both nitrogen quality and simple product design and technological integrity.

DISCUSSION

The author carried out an internship at PT Widya Innovation for 5 months starting from 14 February – 29 July 2022 with the position as Marketing and Business Analyst under the marketing and sales division. During the activity, the author carried out assignments and work carried out both as a team and individually as well as providing data information that could be used as research for the final internship assignment**.**

Each product has its own advantages and disadvantages that potential buyers need to know before making a purchase. Innovation of a product which aims to obtain product differentiation, which can be seen in the form of features, services and price. Building competitive advantages through innovation can give companies the ability to compete in their industry.

there are several advantages of MyNitro, includes:

1. Product differentiation

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Product differentiation is a company strategy process to have different and unique products that prioritize the advantages of one product over another. Product differentiation can be seen from aspects such as product features, service and price. MyNitro is one of the nitrogen tire filling products using a Self Service and non-cash payment, This is how MyNitro is different from its competitors. What differentiates MyNitro from its competitors is: Product shape and design, price, service.

2. Innovative and technological products

   Innovation and technology are the main factors in business and product development, innovation in a product will help make it easier for customers to carry out transactions. Apart from that, innovation requires sophisticated technology to be sustainable with innovation. Widya Robotics has provided and developed innovation and technology at MyNitro. The innovation and technology provided by MyNitro has an impact on the future and the environment, the innovation and technology provided by the features in MyNitro, for example: Self Service and cashless, Dashboard monitoring, operates 24 hours, CCTV monitoring, Go-Paperless,

3. Superior Function and Performance

   Superior function and performance, the product will be able to meet the needs and exceed consumer expectations. With these advantages, many offer superior solutions and performance for customer satisfaction compared to their competitors. The superior function and performance of MyNitro which has durability and quality in filling nitrogen tires with stable pressure and reduced risk of driving accidents, is able to attract the attention of consumers in using MyNitro products. One of them is the quality of 99.5% pure nitrogen which provides consumers with good driving performance

Comparison of MyNitro's position with competitors through comparison of each product with the aim of finding out the differences in characteristics of each competitor's product. The author carries out comparisons to help companies obtain sources of information and analytical data as a form of evaluation on MyNitro.

This comparison includes several factors that compare MyNitro with its competitors, including: features and services, price, target market, and positioning. During the author's internship, he found a competitor from Indonesia, namely GreenNitrogen,

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with a comparison of the factors mentioned, which will later become comparison of MyNitro with GreenNitrogen. Detailed comparisons of all competitors are as follows:

Green Nitrogen, GreenNitrogen is a brand from an Indonesian company that operates in the nitrogen tire filling industry with excellent service and already has 700 outlets at Pertamina gas stations. Green Nitrogen is one of the competitors in Indonesia with an outlet and operator concept.

1. Features and services:

Table 1. Feutures and service compare

Indicator	Product	
	My Nitro	**Green Nitrogen**
Feature	- Digital dashboard - Cctv Securtiy - Monitoring system - Nitrogen purity - Storage of consumer data	- Nitrogen purity - No transaction receipt - Non digital - Easy to fill
Service	- *Self Service* - Cashless - Service 24 hours - Outlets are still affordable	- Operator *service* - Emergency call service Tire Patch Express (Bandrex) - Easy to reach outlets available throughout Indonesia

In table 1 there is a comparison of the features and services of the GreenNitrogen and MyNitro products. There are differences in features and services that are able to provide satisfaction to consumers. Between the two products, there are significant differences in features and services. The author summarizes the features and services in table 1.

2. Price

Table 2. Price compare

Price	Product	
	MyNitro	**GreenNitrogen**
Franchise price	Rp 99.000.000	Rp 120.000.000
B2C Price	**Fill new nitrogen:** - Car= Rp 10.000/ban	**Fill new nitrogen:** - Car= Rp 10.000/ban

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	- Motor= Rp 5.000/ban **Add nitrogen:** - Car= Rp 5.000/ban - Motor= Rp 3.000/ban	- Motor= Rp 5.000/ban **Add nitrogen :** - Car= Rp 5.000/ban - Motor= Rp 3.000/ban

In table 2 a comparison of product prices and purchase prices for the two products has different product prices, GreenNitrogen offers a price of IDR 120,000,0000 to have a GreenNitrogen outlet, while MyNitro offers a price of IDR 99,000,000 to have one MyNitro product, but the purchase price is not there are significant differences.

From different product prices and purchase prices that are not significantly different, it is able to give consumers the choice in making transactions. Price is an important element in determining company profits, consumer demand and product positioning.

3. Target Market

Table 3 Target market compare

Target Market	**Product**	
	MyNitro	**GreenNitrogen**
Demografi	- Age 18 – 35 years - Man and woman - Indonesia	- Age 17 – 50 years - Man and woman - Indonesia
Audience segmentation	- Students and young workers - Interested in technology - Vehicle community - Automotive enthusiast	- Private vehicle drivers - Prioritize safety - Care about nitrogen use
Interest* dan *behavior	- Likes looking for new experiences - Cashless - Likes self-service services.	- Long distance driving - Interested in operator services

In table 3, the target market between GreenNitrogen and MyNitro is that there are differences in market targeting, in the different business models of the two brands. GreenNitrogen leads to satisfaction with operator services provided to consumers.

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Meanwhile, MyNitro focuses on technology to provide consumer experience in using its products.

The positioning carried out by the GreenNitrogen product is "Keep the tire performance" which means providing and maintaining vehicle tire performance. There are several elements of positioning in GreenNitrogen: Expertise and professionalism, wide product range. difference MyNitro has the positioning "The First Automated Nitrogen Services in Asia" which means MyNitro provides the first automatic nitrogen service in Asia. With a business model that keeps up with the times, there are several positioning elements that MyNitro has: Self service, Cash less, and Efficiency and technology.

The advantages of a product can attract consumers in purchasing a product or service, an advantage that MyNitro has achieved by innovating technology and services using self-service and cashless payments. With the superior innovation carried out by MyNitro, it became the first product in Asia to use self-service and non-cash payments (cashless), the innovation carried out by MyNitro received a good response from the public which made it easier and provided a customer experience.

The results of the innovation carried out by MyNitro have become superior products made by the company, GreenNitrogen as a competitor to MyNitro which is in the same industry in the nitrogen filling business. MyNitro can compete with competitors in superior and innovative products, the advantages provided from the business side. MyNitro offers cheap prices compared to GreenNitrogen, from the customer side with the advantages provided by MyNitro, a self-service system and cashless payments as well as technology that provides convenience for owners. and MyNitro customers.

CONCLUSION

In building its superiority, MyNitro provides innovation as an advantage in competing with technological innovation and service innovation. Apart from that, the innovation provided by MyNitro is one of the first nitrogen filling products in Asia with self-service and cashless payments. Apart from that, with the rapid development of the times, MyNitro's future innovations have become the answer for Generation-Z and Millennials who will carry out activities with technology. Self service and cashless payments are MyNitro's competitive advantages. In developing self-service and cashless payment innovations provided by MyNitro to be able to compete with competitors, through the implementation of service innovations and innovations carried out by MyNitro it is in line with societal developments.

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MyNitro builds positioning by looking at the advantages of innovation that MyNitro makes in competing. MyNitro prioritizes technology and people's habits in transactions, one of the first products in Asia to use a self-service and non-cash (cashless) payment system, in an application that is in line with current developments but more adapted to the habits of Indonesian people in the self-service system which is still in the transition stage from operator use.

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